



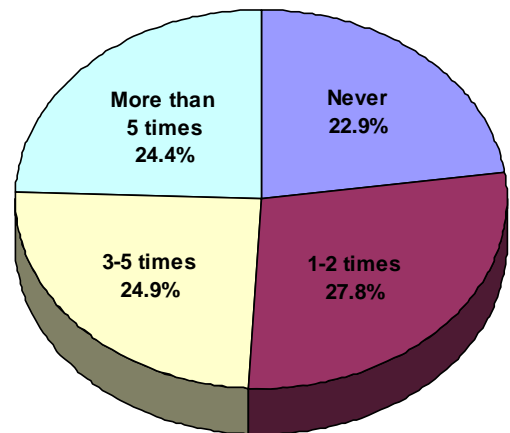
2005 Centralized Campground Reservation System User Survey

What type of survey?

	Frequency	Percent	Valid Percent
Paper	387	31.3	31.3
Internet	849	68.7	68.7
Total	1236	100.0	100.0

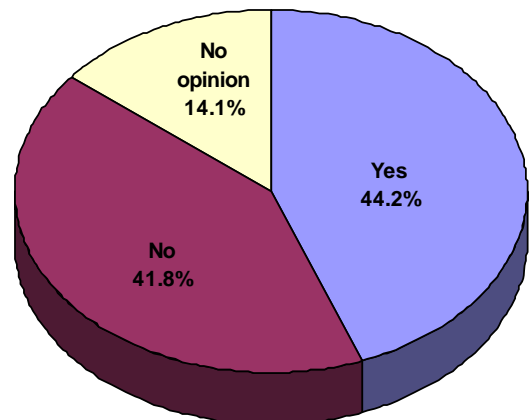
How often have you used our new centralized reservation system?

	Frequency	Percent	Valid Percent
Never	278	22.5	22.9
1-2 times	338	27.3	27.8
3-5 times	303	24.5	24.9
More than 5 times	297	24.0	24.4
Missing	20	1.6	
Valid Total	1216		100.0



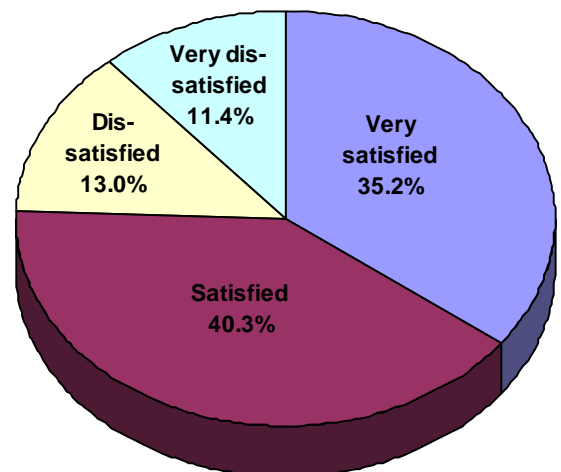
Has the new centralized reservation system provided you an opportunity to use & enjoy a MO state park campground that you have not been able to use in the past?

	Frequency	Percent	Valid Percent
Yes	439	35.5	44.2
No	415	33.6	41.8
No opinion	140	11.3	14.1
Missing	242	19.6	
Valid Total	994		100.0



As a user of the system, what is your overall satisfaction level of our centralized reservation system?

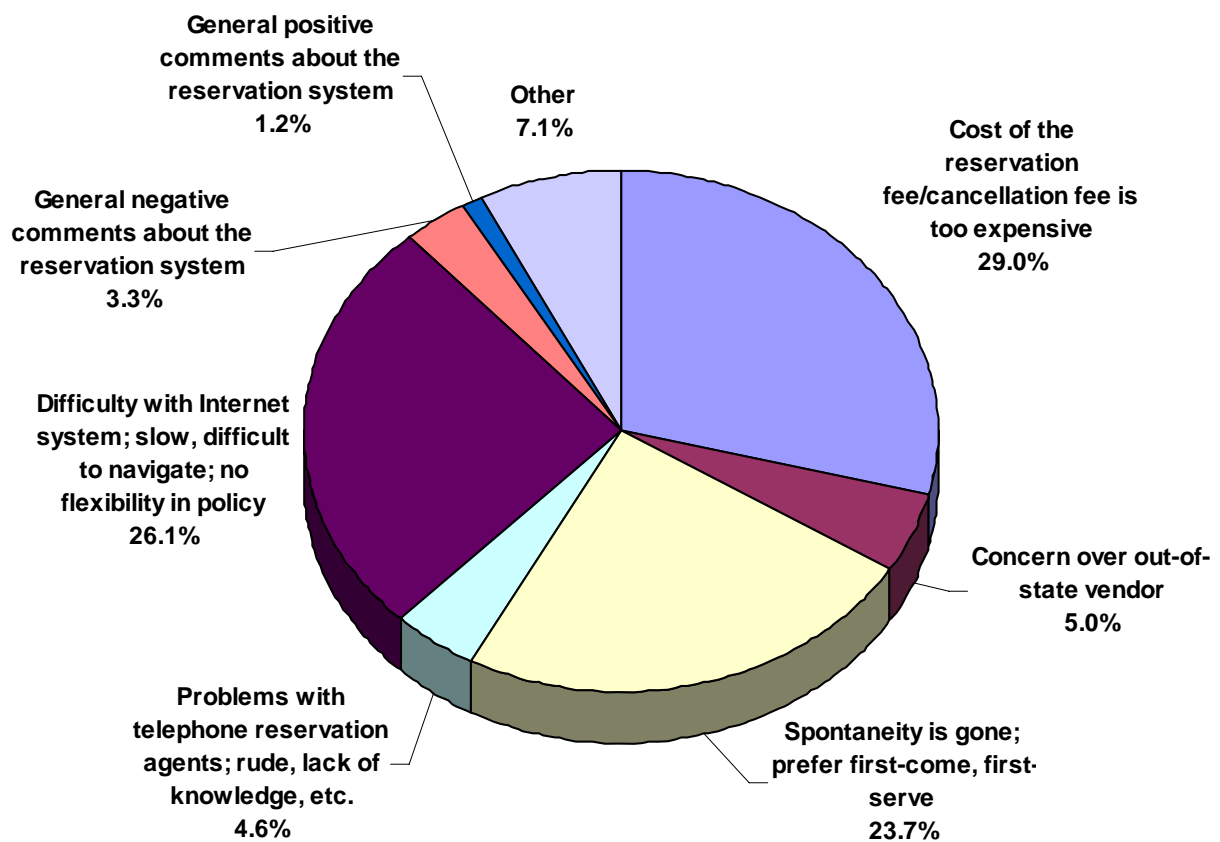
	Frequency	Percent	Valid Percent
Very satisfied	339	27.4	35.2
Satisfied	388	31.4	40.3
Dissatisfied	125	10.1	13.0
Very dissatisfied	110	8.9	11.4
Missing	274	22.2	
Valid Total	962		100.0
Mean*			2.01



*On a 4-point scale, with 1=very satisfied and 4=very dissatisfied.

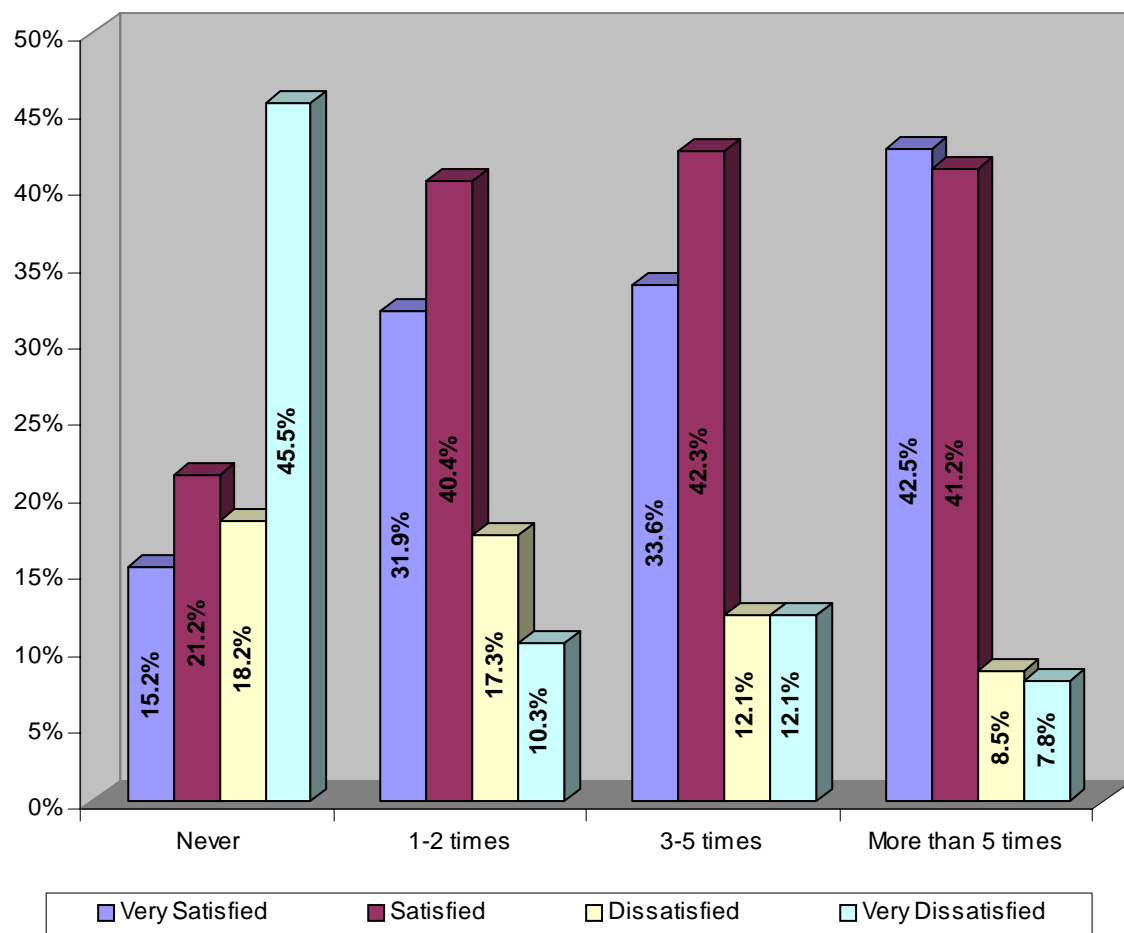
If you rated less than satisfied, please describe why.

Comment Category	Frequency	Valid Percent
Cost of the reservation fee/cancellation fee is too expensive	70	29.0
Concern over out-of-state vendor	12	5.0
Spontaneity is gone; prefer first-come, first serve	57	23.7
Problems with telephone reservation agents; rude, lack of knowledge, etc.	11	4.6
Difficulty with Internet system; slow, difficult to navigate; no flexibility in policy	63	26.1
General negative comments about the reservation system	8	3.3
General positive comments about the reservation system	3	1.2
Other	17	7.1
Total	241	100.0



Crosstabulation: As a user of the system, what is your overall satisfaction level of our centralized reservation system? BY How often have you used our new centralized reservation system?

How often have you used our new centralized reservation system?	As a user of the system, what is your overall satisfaction level of our centralized reservation system?								
	Very Satisfied		Satisfied		Dissatisfied		Very Dissatisfied		Mean
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Never	5	15.2	7	21.2	6	18.2	15	45.5	2.94
1-2 times	105	31.9	133	40.4	57	17.3	34	10.3	2.06
3-5 times	100	33.6	126	42.3	36	12.1	36	12.1	2.03
More than 5 times	125	42.5	121	41.2	25	8.5	23	7.8	1.82
Total	335	35.1	387	40.6	124	13.0	108	11.3	2.01



If you used our toll-free reservation service, please rank our reservation agents on being courteous.

	Frequency	Percent	Valid Percent
Excellent	306	24.8	39.2
Good	215	17.4	27.5
Average/Fair	53	4.3	6.8
Poor	16	1.3	2.0
Not applicable	191	15.5	24.5
Missing	455	36.8	
Valid Total	781		100.0
Mean*			1.63

*On a 4-point scale, with 1=excellent, 4=poor and 0=not applicable.

If you used our toll-free telephone reservation service, please rank our reservation agents on being knowledgeable.

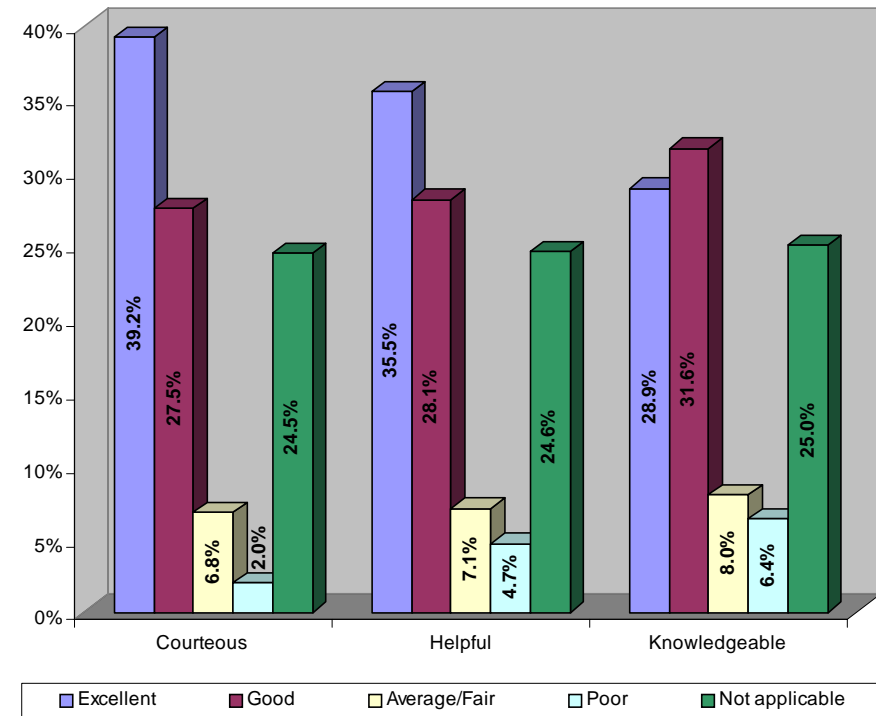
	Frequency	Percent	Valid Percent
Excellent	220	17.8	28.9
Good	240	19.4	31.6
Average/Fair	61	4.9	8.0
Poor	49	4.0	6.4
Not applicable	190	15.4	25.0
Missing	476	38.5	
Valid Total	760		100.0
Mean*			1.89

*On a 4-point scale, with 1=excellent, 4=poor and 0=not applicable.

If you used our toll-free telephone reservation service, please rank our reservation agents on being helpful.

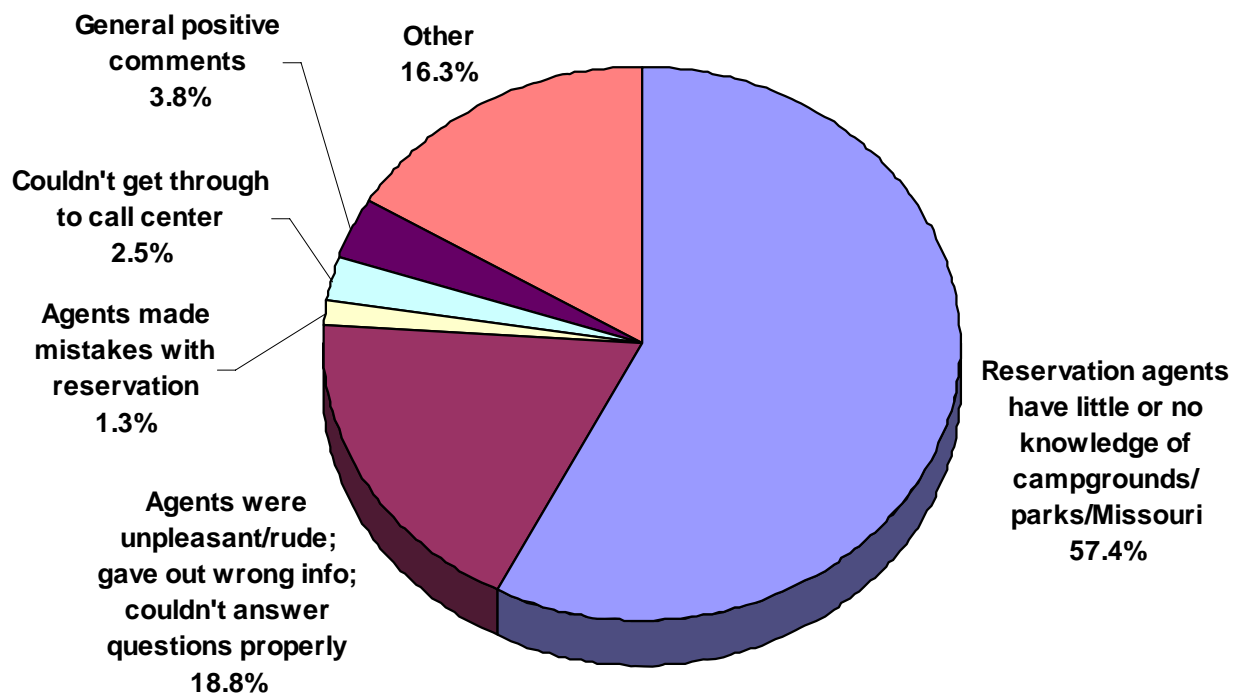
	Frequency	Percent	Valid Percent
Excellent	274	22.2	35.5
Good	217	17.6	28.1
Average/Fair	55	4.4	7.1
Poor	36	2.9	4.7
Not applicable	190	15.4	24.6
Missing	464	37.5	
Valid Total	772		100.0
Mean*			1.75

*On a 4-point scale, with 1=excellent, 4=poor and 0=not applicable.



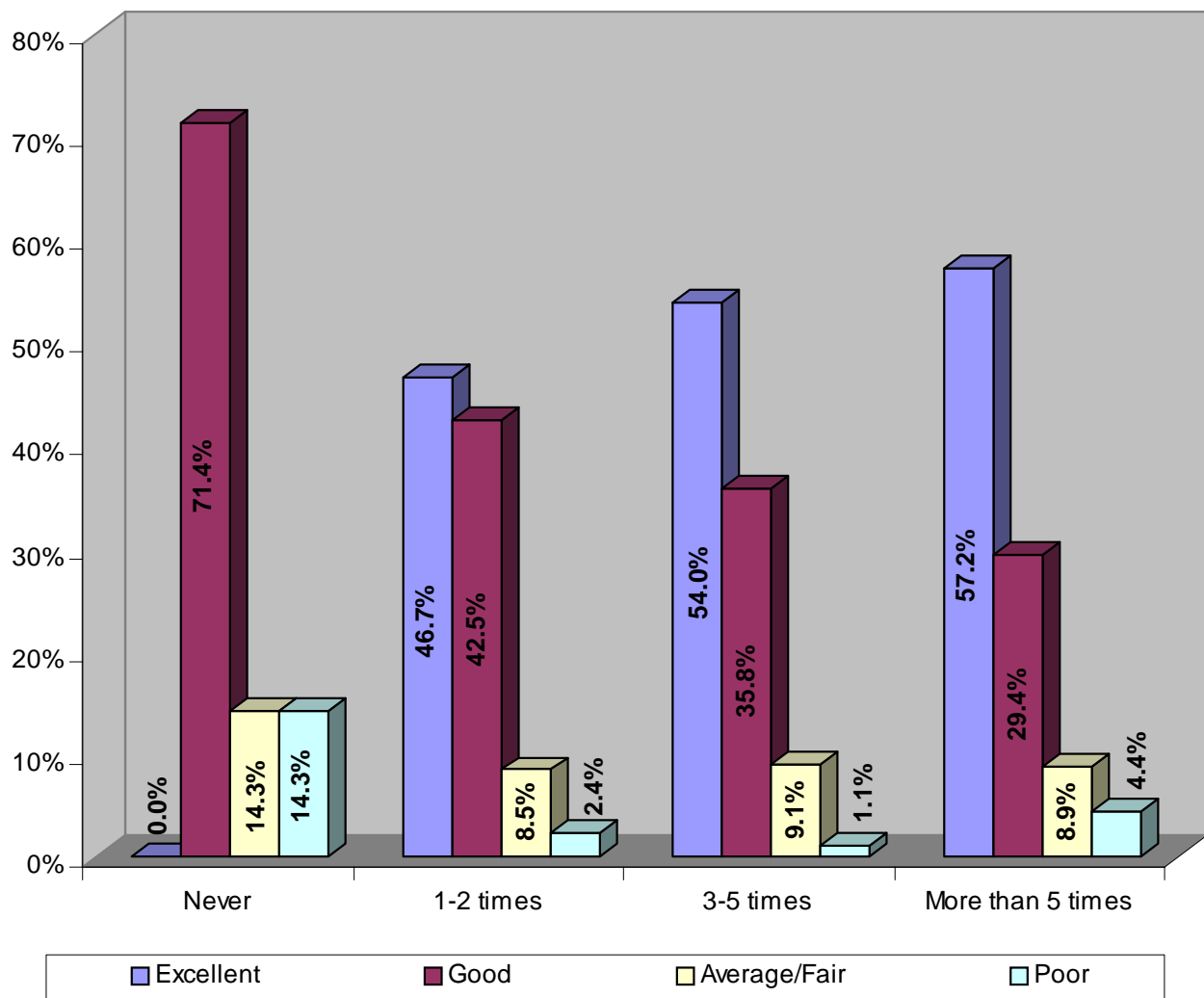
If you rated less than good on any or all questions, please describe why.

Comment Category	Frequency	Valid Percent
Reservation agents have little or no knowledge of campgrounds/parks/Missouri	46	57.4
Agents were unpleasant/rude; gave out wrong info; couldn't answer questions properly	15	18.8
Agents made mistake with reservation	1	1.3
Couldn't get through to the call center	2	2.5
General positive comments	3	3.8
Other	13	16.3
Total	80	100.0



Crosstabulation: If you used our toll-free reservation service, please rank our reservation agents on being courteous. BY How often have you used our new centralized reservation system?

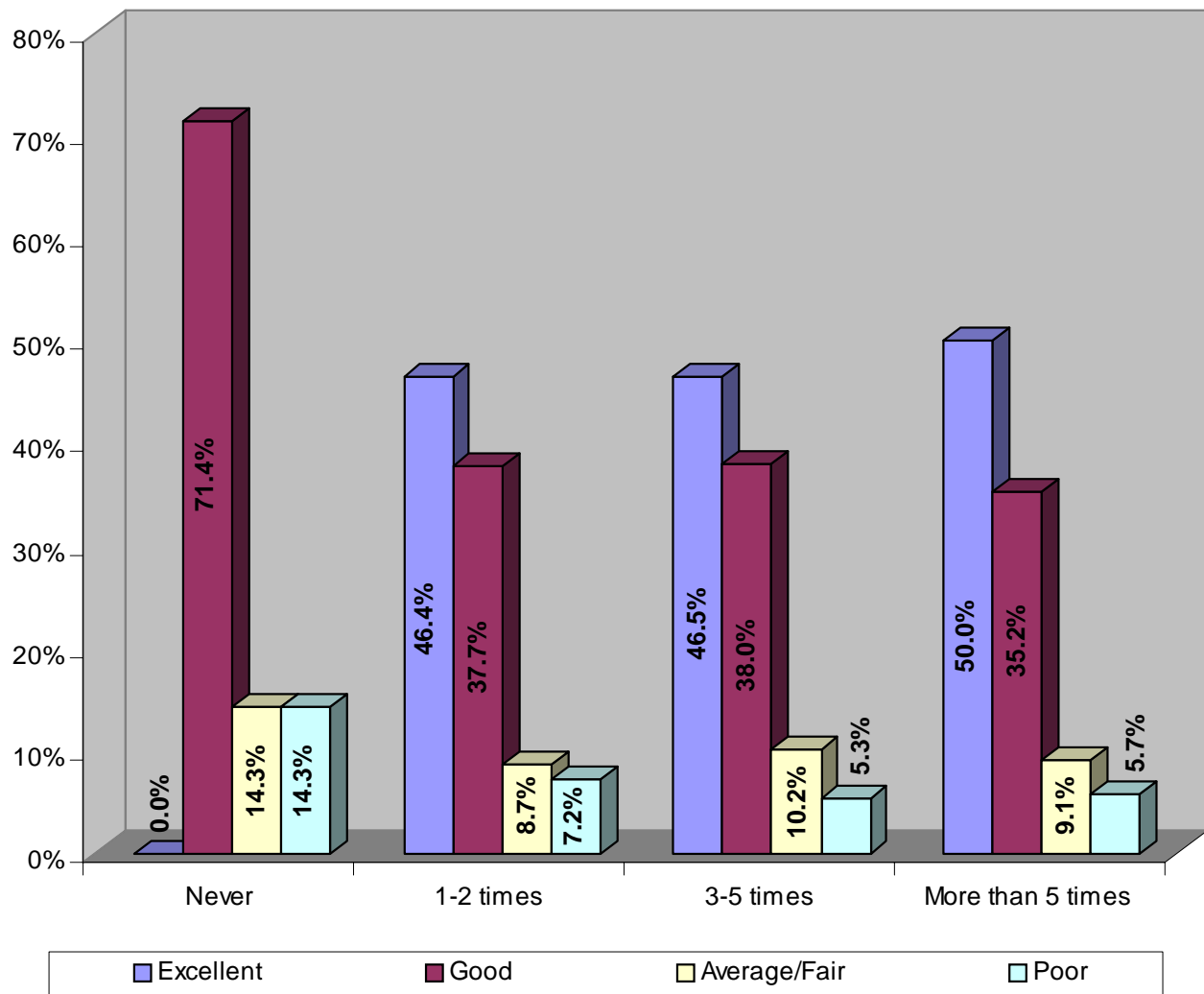
How often have you used our new centralized reservation system?	If you used our toll-free reservation service, please rank our reservation agents on being courteous.								
	Excellent		Good		Average/Fair		Poor		Mean
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Never	0	0.0	5	71.4	1	14.3	1	14.3	2.43
1-2 times	99	46.7	90	42.5	18	8.5	5	2.4	1.67
3-5 times	101	54.0	67	35.8	17	9.1	2	1.1	1.57
More than 5 times	103	57.2	53	29.4	16	8.9	8	4.4	1.61
Total	303	51.7	215	36.7	52	8.9	16	2.7	1.63



Crosstabulation: If you used our toll-free reservation service, please rank our reservation agents on being helpful.

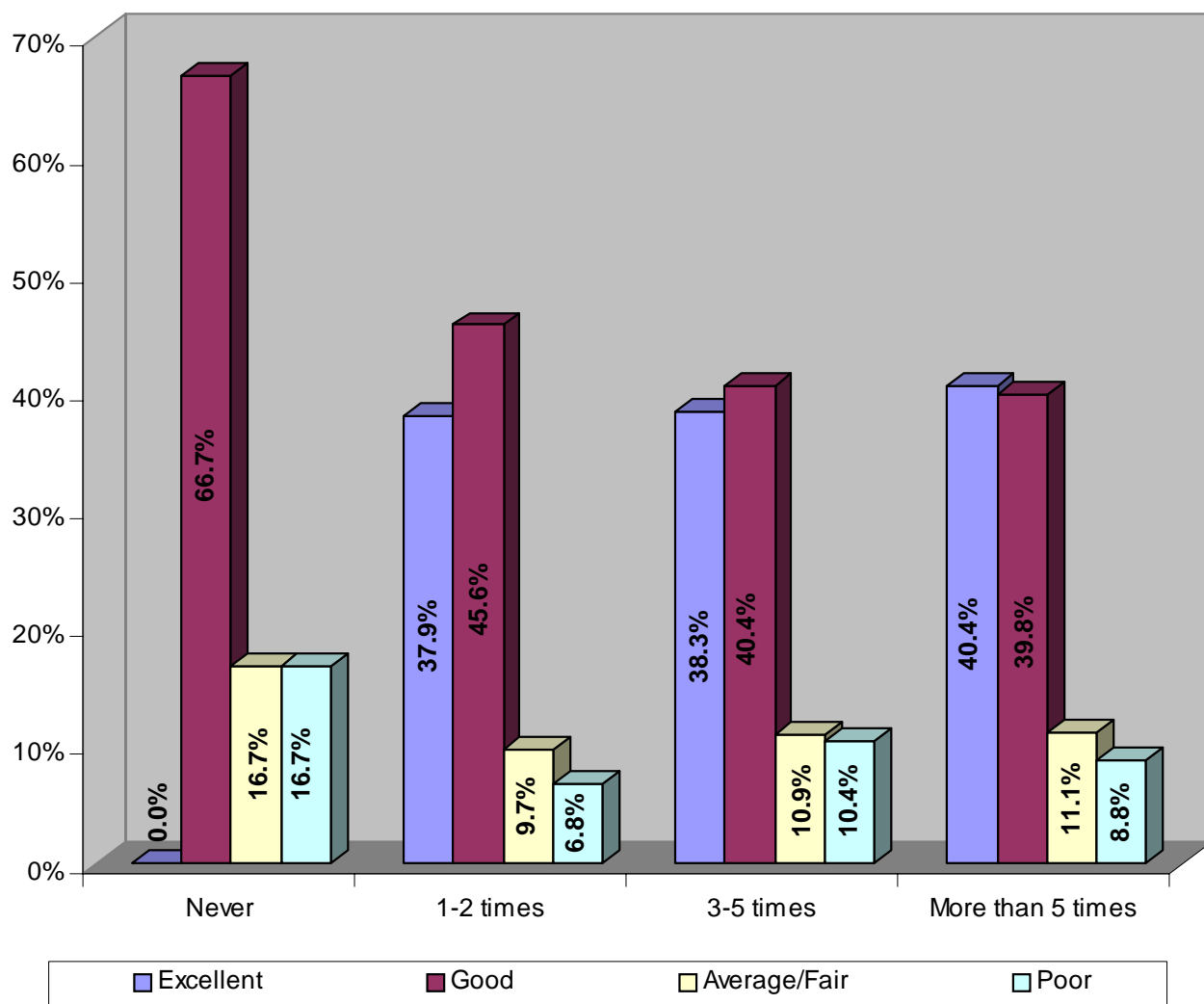
BY How often have you used our new centralized reservation system?

How often have you used our new centralized reservation system?	If you used our toll-free reservation service, please rank our reservation agents on being helpful.								
	Excellent		Good		Average/Fair		Poor		Mean
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Never	0	0.0	5	71.4	1	14.3	1	14.3	2.43
1-2 times	96	46.4	78	37.7	18	8.7	15	7.2	1.77
3-5 times	87	46.5	71	38.0	19	10.2	10	5.3	1.74
More than 5 times	88	50.0	62	35.2	16	9.1	10	5.7	1.70
Total	271	47.0	216	37.4	54	9.4	36	6.2	1.75



Crosstabulation: If you used our toll-free reservation service, please rank our reservation agents on being knowledgeable. BY How often have you used our new centralized reservation system?

How often have you used our new centralized reservation system?	If you used our toll-free reservation service, please rank our reservation agents on being knowledgeable.								
	Excellent		Good		Average/Fair		Poor		Mean
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Never	0	0.0	4	66.7	1	16.7	1	16.7	2.50
1-2 times	78	37.9	94	45.6	20	9.7	14	6.8	1.85
3-5 times	70	38.3	74	40.4	20	10.9	19	10.4	1.93
More than 5 times	69	40.4	68	39.8	19	11.1	15	8.8	1.88
Total	271	38.3	240	42.4	60	10.6	49	8.7	1.90



If you used our online reservation Web site, please rank it on being user-friendly.

	Frequency	Percent	Valid Percent
Excellent	313	25.3	35.7
Good	366	29.6	41.7
Average/Fair	85	6.9	9.7
Poor	29	2.3	3.3
Not applicable	84	6.8	9.6
Missing	359	29.0	
Valid Total	877		100.0
Mean*	1.79		

*On a 4-point scale, with 1=excellent, 4=poor and 0=not applicable.

If you used our online reservation Web site, please rank its campsite photos.

	Frequency	Percent	Valid Percent
Excellent	355	28.7	40.9
Good	337	27.3	38.8
Average/Fair	88	7.1	10.1
Poor	12	1.0	1.4
Not applicable	76	6.1	8.8
Missing	368	29.8	
Valid Total	868		100.0
Mean*	1.69		

*On a 4-point scale, with 1=excellent, 4=poor and 0=not applicable.

If you used our online reservation Web site, please rank its campsite data.

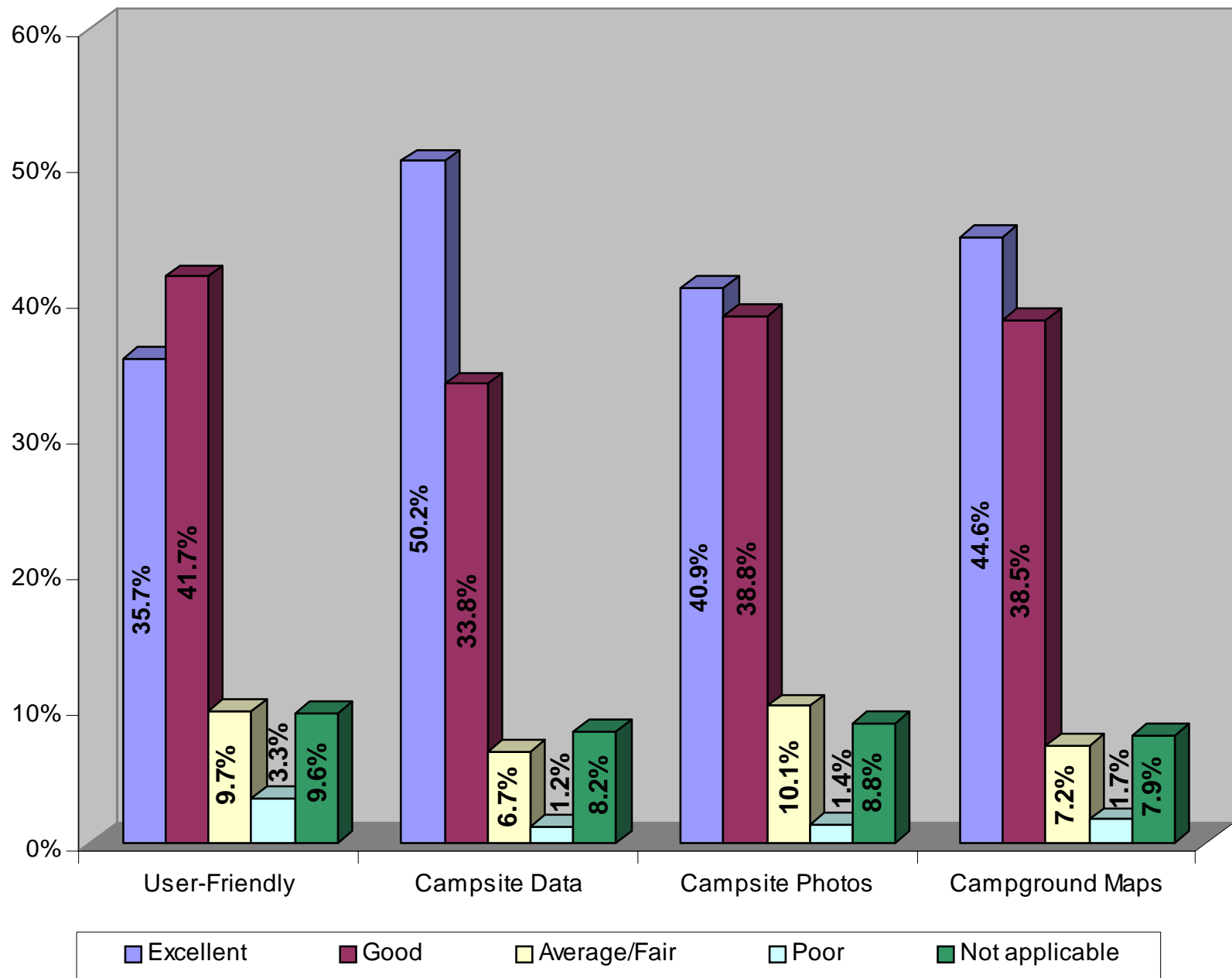
	Frequency	Percent	Valid Percent
Excellent	436	35.3	50.2
Good	294	23.8	33.8
Average/Fair	58	4.7	6.7
Poor	10	0.8	1.2
Not applicable	71	5.7	8.2
Missing	367	29.7	
Valid Total	869		100.0
Mean*	1.55		

*On a 4-point scale, with 1=excellent, 4=poor and 0=not applicable.

If you used our online reservation Web site, please rank its campground maps.

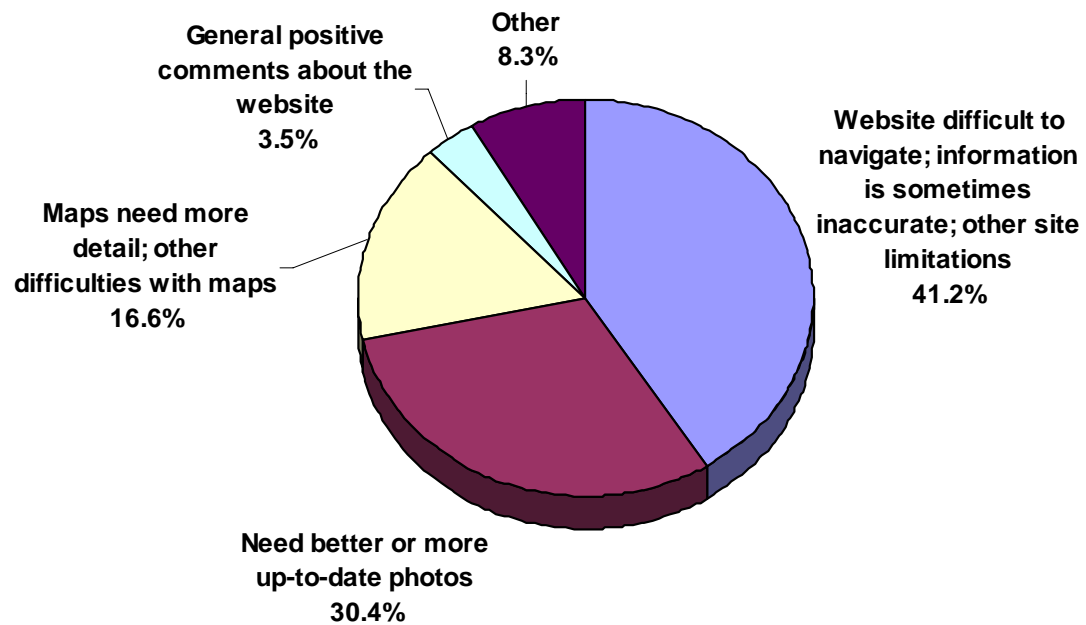
	Frequency	Percent	Valid Percent
Excellent	383	31.0	44.6
Good	331	26.8	38.5
Average/Fair	62	5.0	7.2
Poor	15	1.2	1.7
Not applicable	68	5.5	7.9
Missing	377	30.5	
Valid Total	859		100.0
Mean*	1.63		

*On a 4-point scale, with 1=excellent, 4=poor and 0=not applicable.



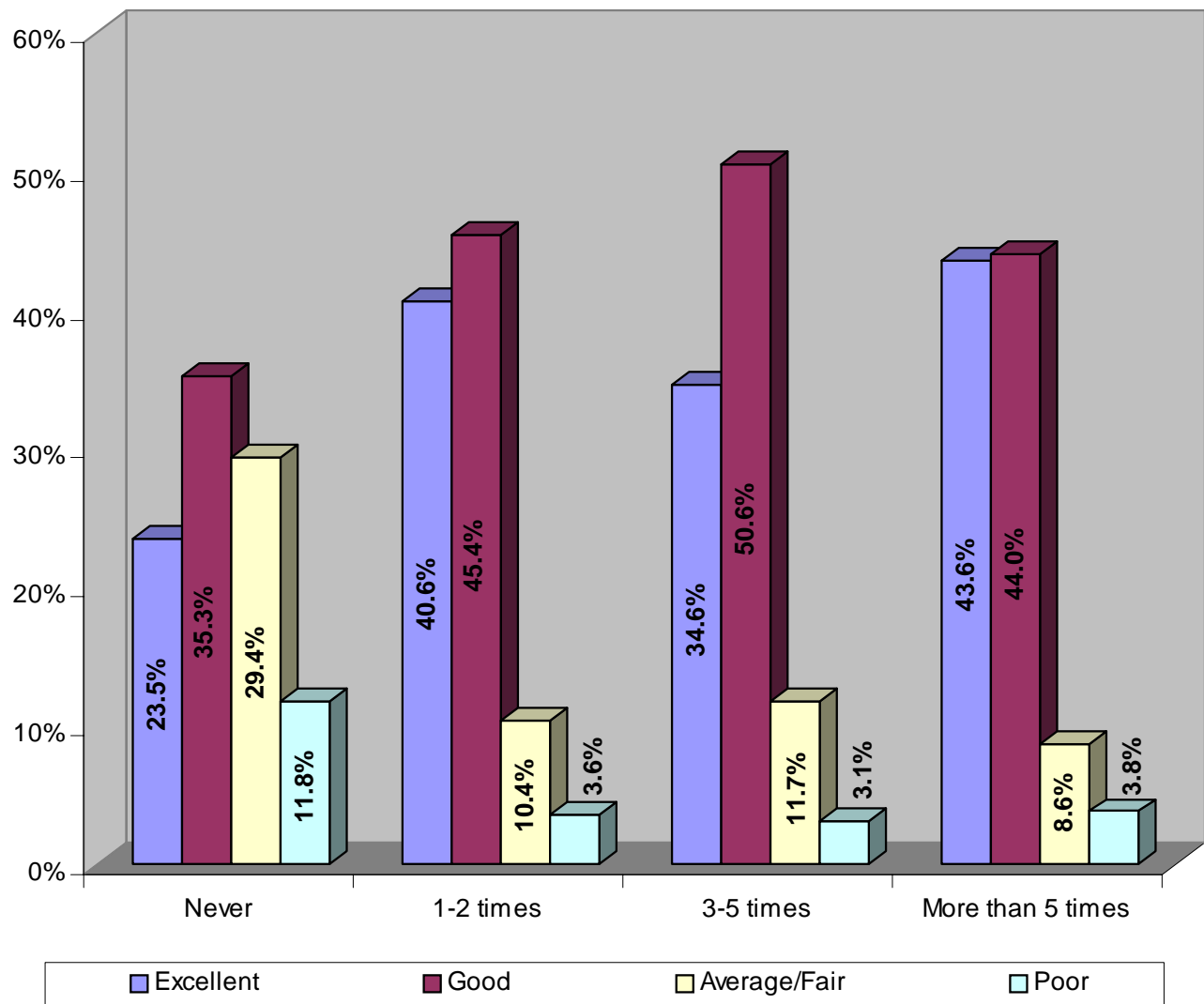
If you rated less than good, please describe why.

Comment Category	Frequency	Valid Percent
Website difficult to navigate; information is sometimes inaccurate; other site limitations	64	43.0
Need better or more up-to-date photos	44	29.5
Maps need more detail; other difficulties with maps	24	16.1
General positive comments	5	3.4
Other	12	8.1
Total	149	100.0



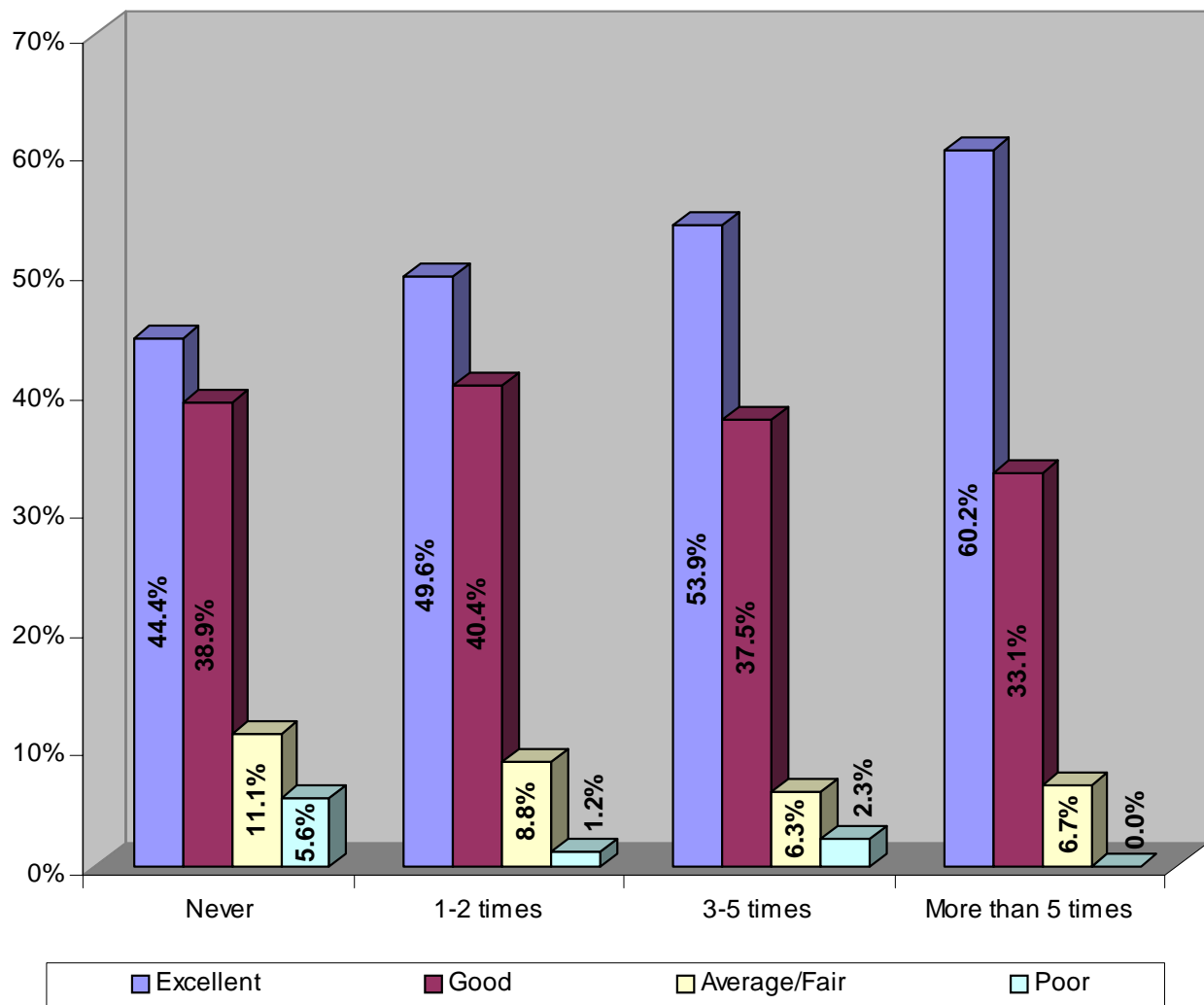
Crosstabulation: If you used our online reservation Web site, please rank it on being user-friendly. BY How often have you used our new centralized reservation system?

How often have you used our new centralized reservation system?	If you used our online reservation Web site, please rank it on being user-friendly.								
	Excellent		Good		Average/Fair		Poor		Mean
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Never	4	23.5	6	35.3	5	29.4	2	11.8	2.29
1-2 times	101	40.6	113	45.4	26	10.4	9	3.6	1.77
3-5 times	89	34.6	130	50.6	30	11.7	8	3.1	1.83
More than 5 times	116	43.6	117	44.0	23	8.6	10	3.8	1.73
Total	310	39.3	366	46.4	84	10.6	29	3.7	1.79



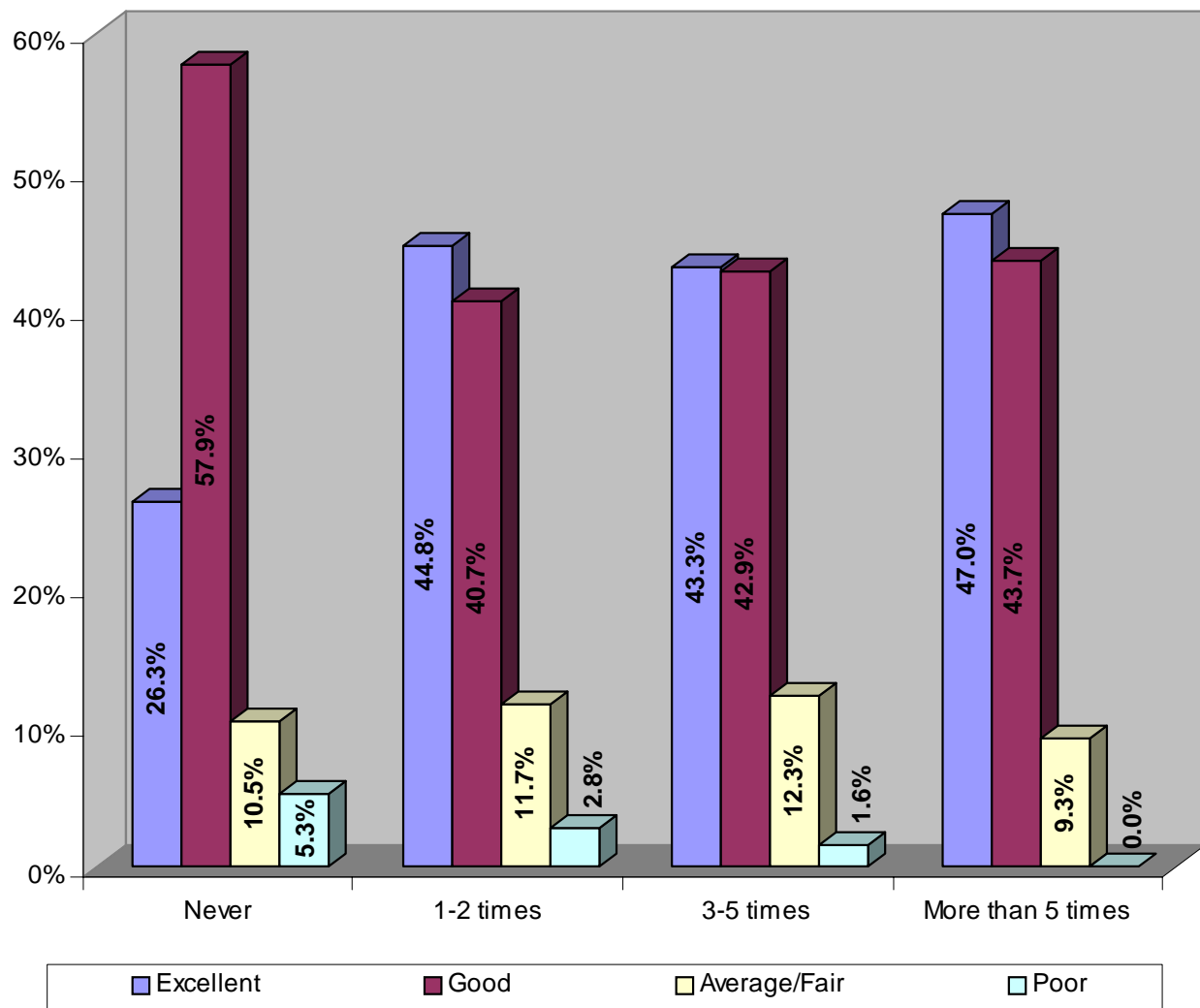
Crosstabulation: If you used our online reservation Web site, please rank its campsite data. BY How often have you used our new centralized reservation system?

How often have you used our new centralized reservation system?	If you used our online reservation Web site, please rank it its campsite data.								
	Excellent		Good		Average/Fair		Poor		Mean
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Never	8	44.4	7	38.9	2	11.1	1	5.6	1.78
1-2 times	101	40.6	113	45.4	26	10.4	9	3.6	1.62
3-5 times	89	34.6	130	50.6	30	11.7	8	3.1	1.57
More than 5 times	116	43.6	117	44.0	23	8.6	10	3.8	1.46
Total	310	39.3	366	46.4	84	10.6	29	3.7	1.55



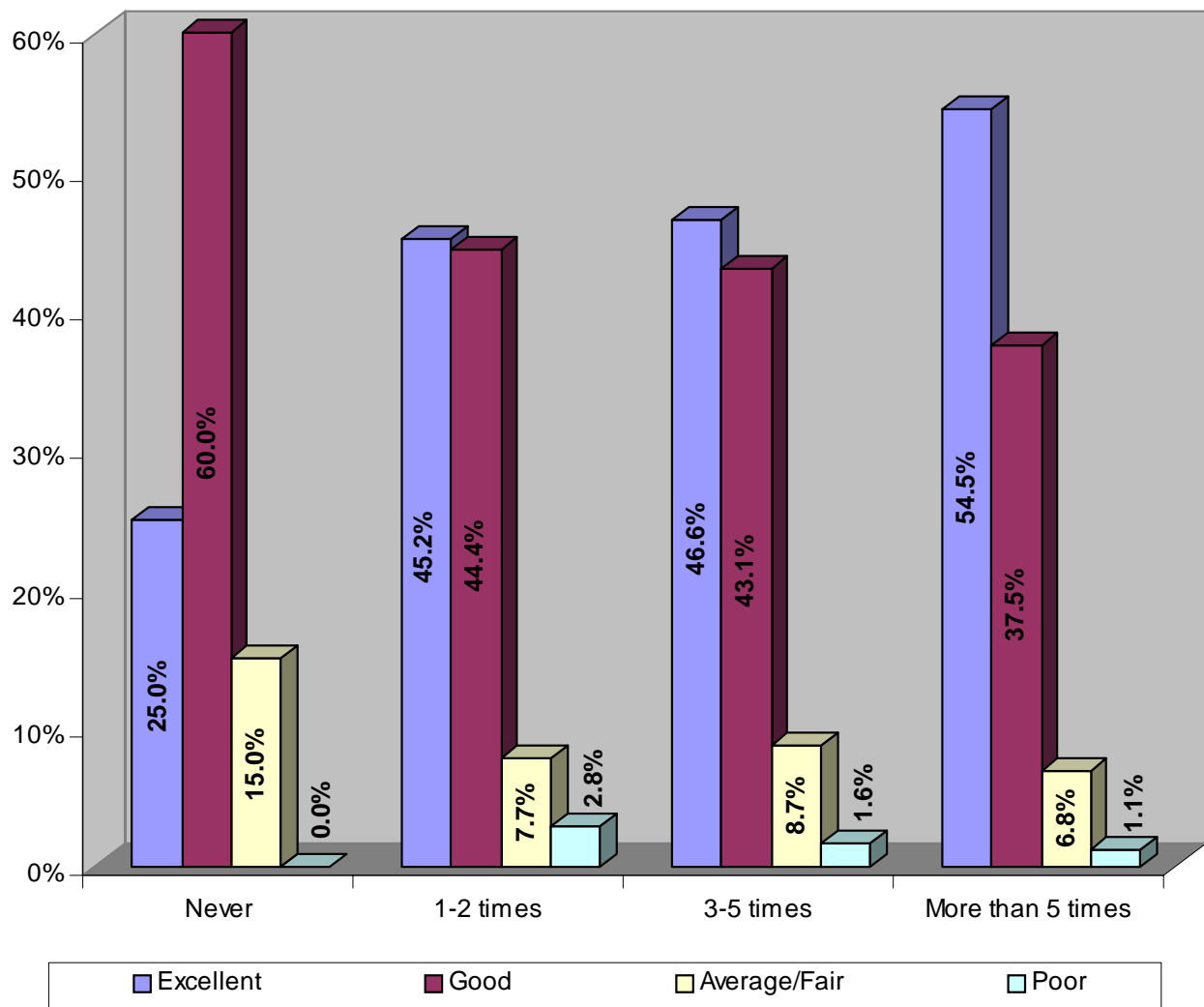
Crosstabulation: If you used our online reservation Web site, please rank its campsite photos. BY How often have you used our new centralized reservation system?

How often have you used our new centralized reservation system?	If you used our online reservation Web site, please rank it its campsite photos.								
	Excellent		Good		Average/Fair		Poor		Mean
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Never	5	26.3	11	57.9	2	10.5	1	5.3	1.95
1-2 times	111	44.8	101	40.7	29	11.7	7	2.8	1.68
3-5 times	109	43.3	108	42.9	31	12.3	4	1.6	1.65
More than 5 times	126	47.0	117	43.7	25	9.3	0	0.0	1.55
Total	351	44.6	337	42.8	87	11.1	12	1.5	1.63



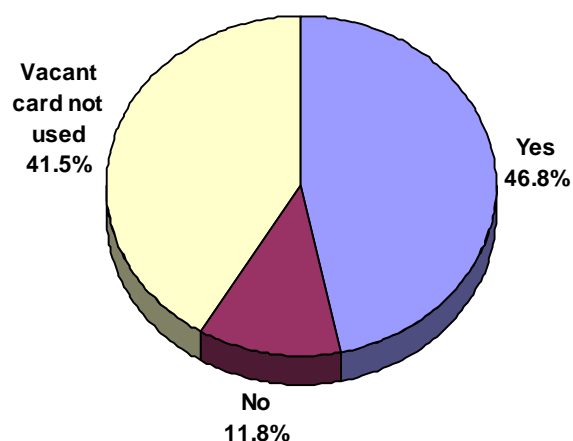
Crosstabulation: If you used our online reservation Web site, please rank its campground maps. BY How often have you used our new centralized reservation system?

How often have you used our new centralized reservation system?	If you used our online reservation Web site, please rank it its campground maps.								
	Excellent		Good		Average/Fair		Poor		Mean
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Never	5	25.0	12	60.0	3	15.0	0	0.0	1.90
1-2 times	112	45.2	110	44.4	19	7.7	7	2.8	1.68
3-5 times	118	46.6	109	43.1	22	8.7	4	1.6	1.65
More than 5 times	144	54.5	99	37.5	18	6.8	3	1.1	1.55
Total	379	48.3	330	42.0	62	7.9	14	1.8	1.63



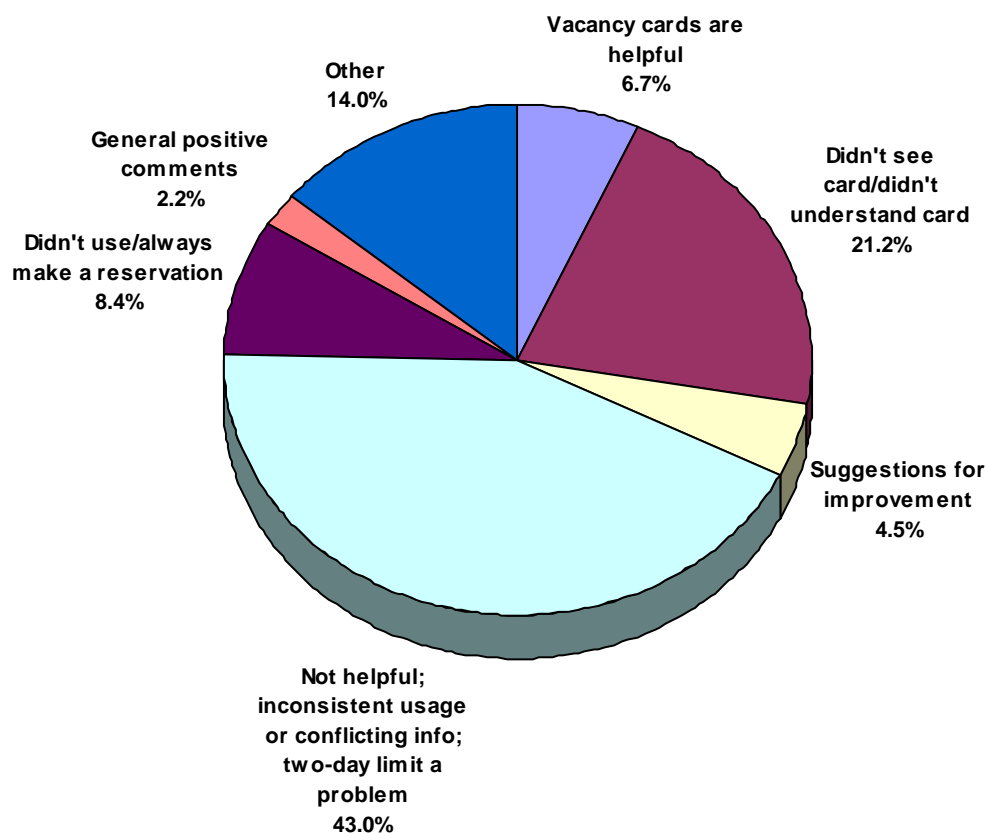
At the park level, we encourage the use of a "vacant" card on a reservable campsite to advise customers about availability of the campsite for the news one or two days. Did you find the "vacant" card helpful?

	Frequency	Percent	Valid Percent
Yes	541	43.8	46.8
No	136	11.0	11.8
Vacant card not used	480	38.8	41.5
Missing	79	6.7	
Valid Total	1157		100.0%



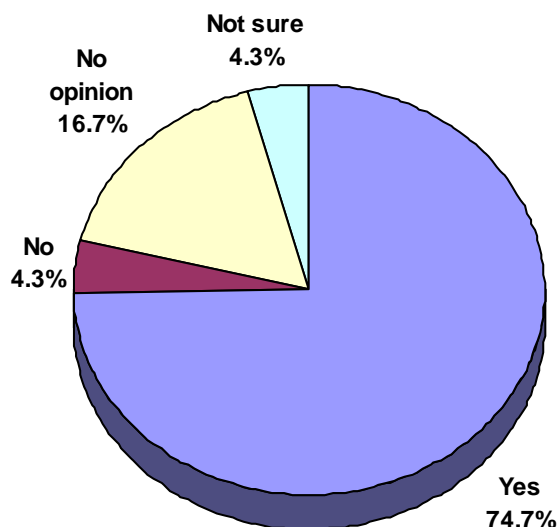
If you experienced problems, please describe.

Comment Category	Frequency	Valid Percent
Vacancy cards are helpful	12	6.7
Didn't see card/didn't understand card	38	21.2
Suggestions for improvement	8	4.5
Not helpful; inconsistent usage or conflicting info; two-day limit a problem	77	43.0
Didn't use/always make a reservation	15	8.4
General positive comments	4	2.2
Other	25	14.0
Total	179	100.0



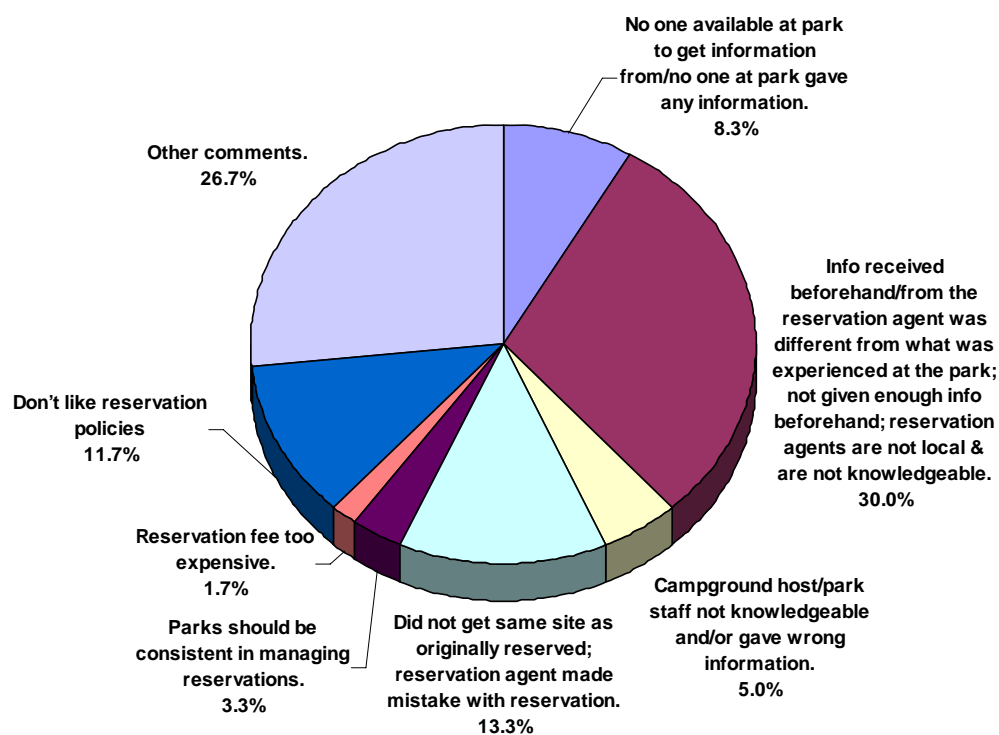
Upon arrival at the campground, did the verbal information you received at the park concur with information you received from the reservation agent, read in our brochures and from other printed materials?

	Frequency	Percent	Valid Percent
Yes	846	68.4	74.7
No	49	4.0	4.3
No opinion	189	15.3	16.7
Not sure	49	4.0	4.3
Missing	103	8.3	
Valid Total	1133		100.0



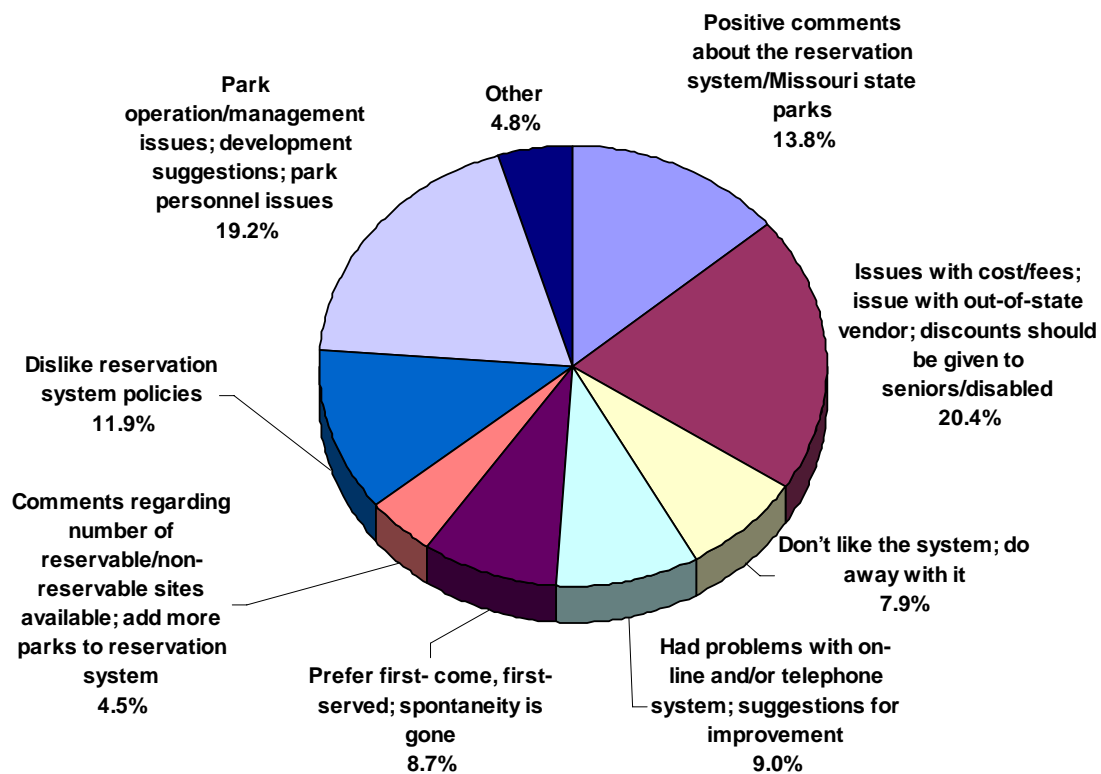
If you experienced conflicting information, please describe.

Comment Category	Frequency	Valid Percent
No one available at park to get information from/no one at park gave any information	5	8.3
Information received beforehand or from the reservation agent was different from what was experienced at the park; was not given enough information beforehand; reservation agents are not local and are not knowledgeable	18	30.0
Campground host/park staff not knowledgeable and/or gave wrong information	3	5.0
Did not get the same site as originally reserved; reservation agent made a mistake with reservation	8	13.3
Parks should be consistent in managing reservations	2	3.3
Reservation fee too expensive	1	1.7
Don't like the policy regarding occupying already reserved sites when campers don't show up or are late; don't like the policy regarding number of tents/number of people per site; don't like other policies	7	11.7
Other	16	26.7
Total	60	100.0

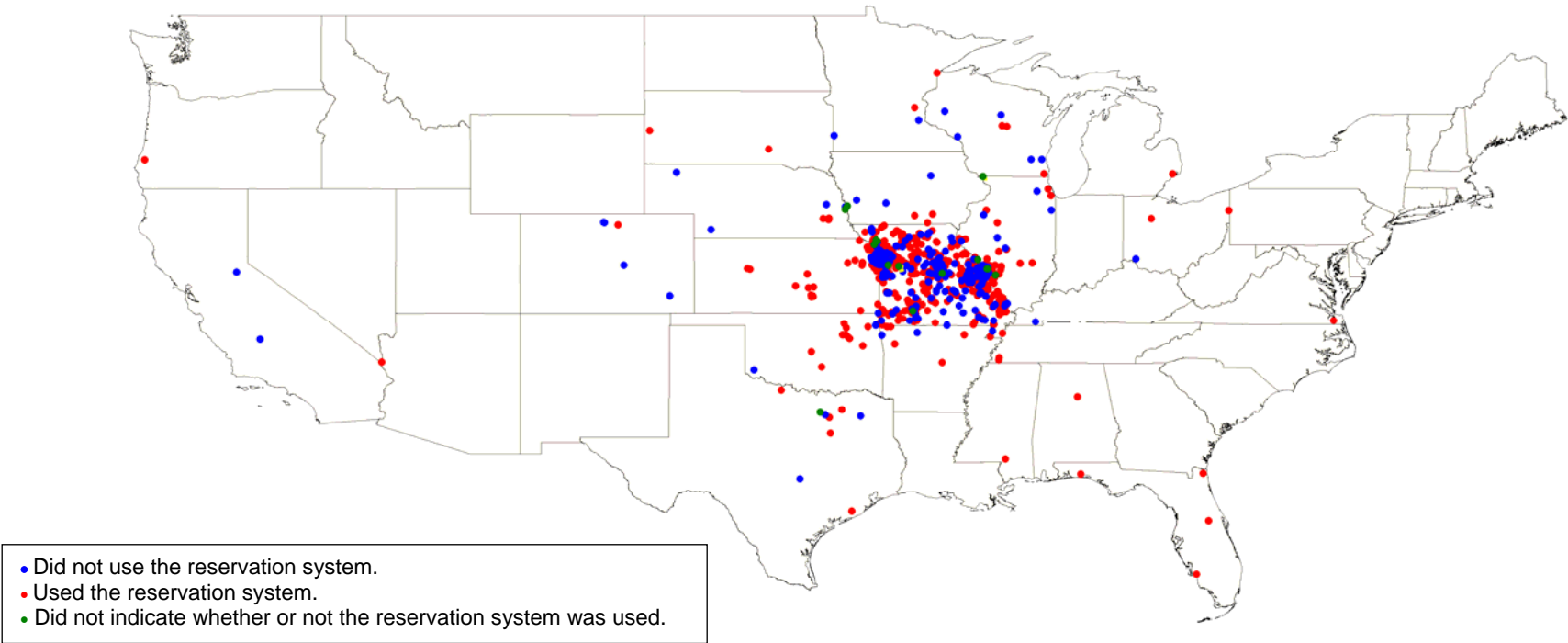


Do you have any other comments or suggestions about how we can improve our camping and reservation services?

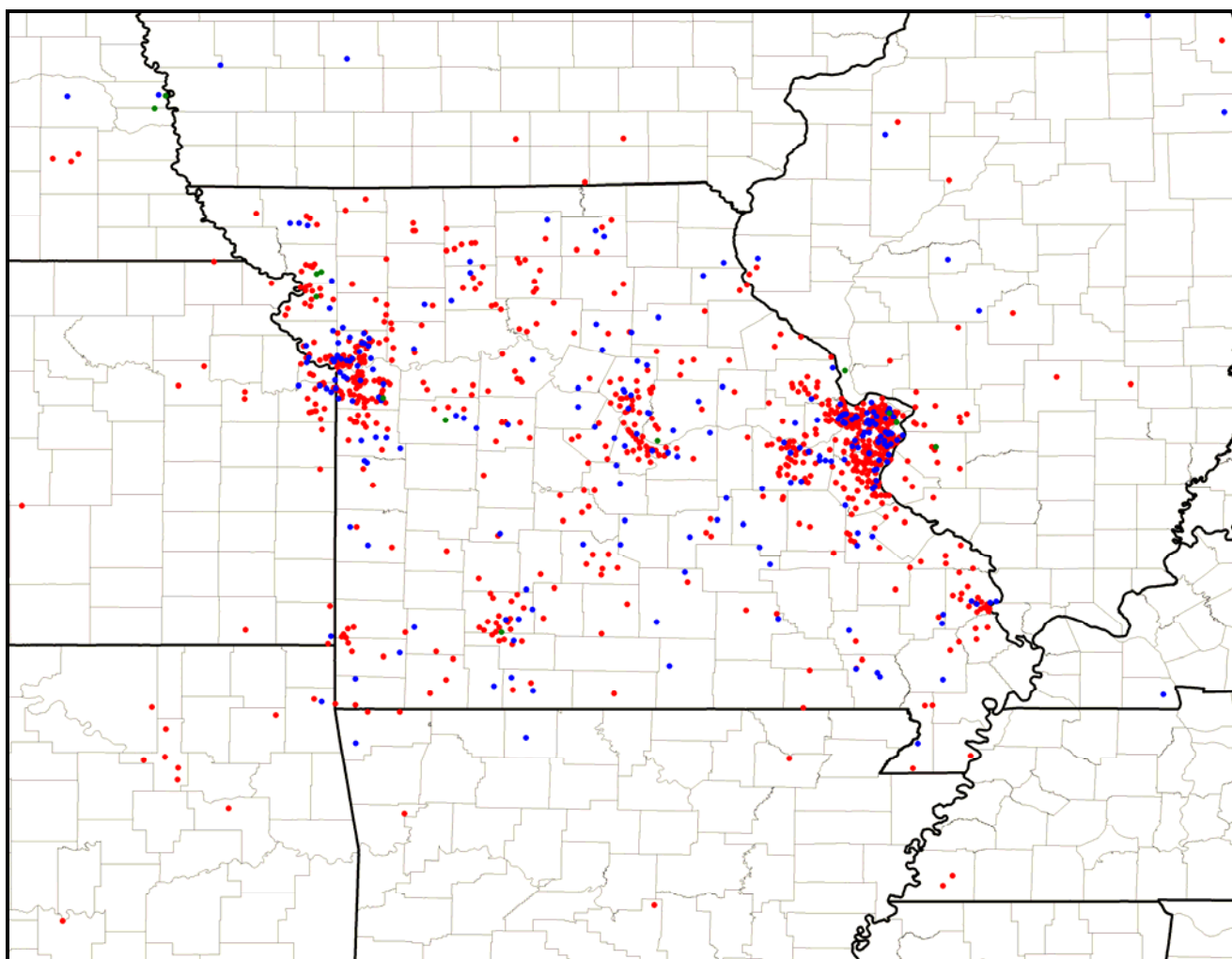
Comment Category	Frequency	Valid Percent
Positive comments about the reservation system/Missouri state parks	89	13.8
Issues with cost/fees; issue with out-of-state vendor; discounts should be given to seniors/disabled	132	20.4
Don't like the system; do away with it	51	7.9
Had problems with on-line and/or telephone system; suggestions for improvement	58	9.0
Prefer first- come, first-served; spontaneity is gone	56	8.7
Comments regarding number of reservable/non-reservable sites available; add more parks to reservation system	29	4.5
Dislike reservation system policies	77	11.9
Park operation/management issues; development suggestions; park personnel issues	124	19.2
Other	31	4.8
Total	647	100.0



What is your five-digit ZIP code or country of residence if you live outside the United States?



	Frequency	Percent		Frequency	Percent		Frequency	Percent		Frequency	Percent
Alabama	1	0.1	Illinois	37	3.3	Mississippi	1	0.1	Tennessee	2	0.2
Arkansas	7	0.6	Indiana	1	0.1	Nebraska	9	0.8	Texas	9	0.8
Arizona	1	0.1	Kansas	47	4.2	New Jersey	1	0.1	Virginia	1	0.1
California	2	0.2	Kentucky	1	0.1	Ohio	3	0.3	Wisconsin	8	0.7
Colorado	5	0.5	Michigan	1	0.1	Oklahoma	12	1.1			
Florida	4	0.4	Minnesota	4	0.4	Oregon	1	0.1			
Iowa	6	0.5	Missouri	950	85.2	South Dakota	2	0.2			



- Did not use the reservation system.
- Used the reservation system.
- Did not indicate whether or not the reservation system was used.